

OLD DUTCH MARKET

"The Marketing Center of Richmond"

OLD DUTCH MARKET

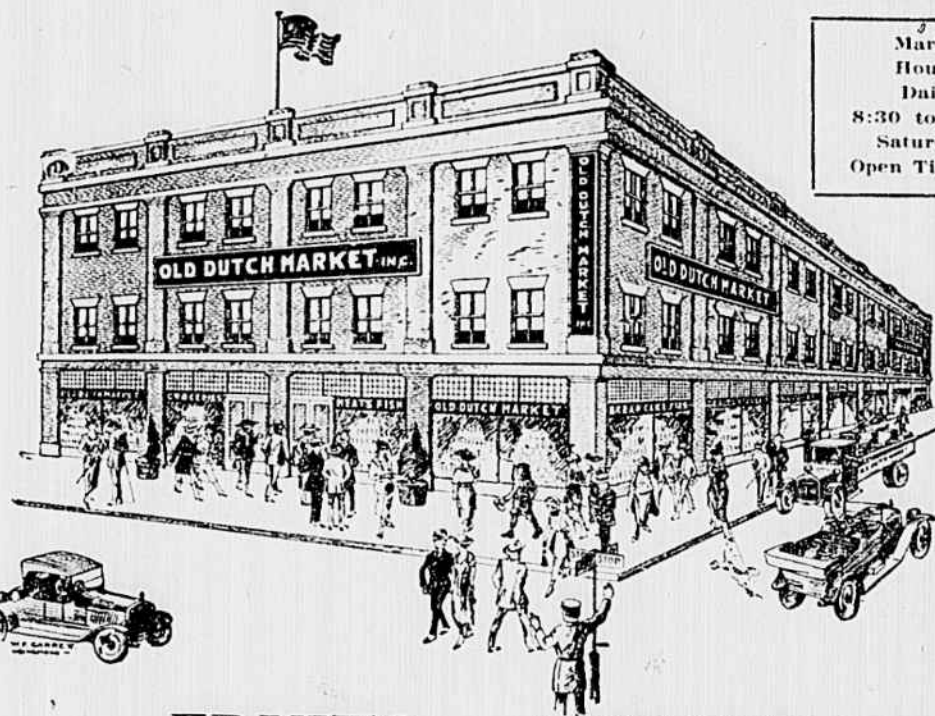
1st Anniversary Sale

—STARTS TODAY—CONTINUES FOR 8 DAYS

One year ago the Old Dutch Market made its initial bow as a public servant to the housewives of Richmond. The fulfilling of our pledge to supply our patrons with the purest food products at moderate prices has been rewarded, as evidenced by our growth. We believed that there were a sufficient number of Richmond people to support an establishment insisting upon Highest Quality Food Products, Prompt and Courteous Service and Fair Prices at all times—and we have not been disappointed. Unique in its conception, probably no other establishment in America has introduced so many modern features into the food product business for the convenience and protection of patrons. A hearty welcome awaits you! You will find a genial atmosphere pervading this big, clean market, whether you call to buy or just to inspect.

Beginning this Friday at 8:30 A. M., and continuing for eight days, the Old Dutch Market of Richmond, Incorporated, will stage the most stupendous food merchandising event in the history of Richmond. The event will mark the celebration of our First Anniversary, crowning fittingly a year of progress—a reward merited by unparalleled marketing service to the housewives of Richmond. Every department has contributed record selling features towards making this first birthday celebration a red letter day on every housewife's calendar. List the items in this advertisement on your shopping pad now, and begin Friday a most profitable week of food buying.

Anniversary Sale starts Friday, September 16th, at 8:30, and continues for eight days, ending Saturday, September 24th. Market open every day until 6:30; Saturdays until 9.



Market Hours:
Daily,
8:30 to 6:30;
Saturdays,
Open Till 9:00.

GROCERIES

Tomatoes Solitude Brand No. 2 Size, Virginia Pack 3 Cans 29c
Export Borax Soap, 10 Bars 35c
12 oz. Bottles Vinegar Pure Apple Cider 2 for 15c
Queen Olives, Quart Jar 49c
Navy Beans California, Small Hand Picked 4 lb. Sack 27c

SUGAR 10 lb. Sack 63c

Royal Club Oatmeal Pkg. 10c
Spotless Cleanser 6 Boxes 25c
Krumm's Famous Macaroni, 4 Pkgs. 19c
Argo Corn Starch 9c
Fine Mixed Tea lb. 35c
Government Corned Beef, 1 lb. Cans 17c
Sugar Corn, Maine Style, Can 10c
Early June Peas Blue Ridge Brand 11c
Franklin Cane Syrup, 2 Cans 25c

BUTTER and EGGS

1 lb. DERRYDALE CREAMERY BUTTER Both for 85c
1 dozen MILLBROOK SELECTED CAR-TON EGGS

Holland Belle Butter lb. 52c

MARIGOLD BRAND 3-lb. ROLL OLEOMARGARINE 98c

FRESH MEATS

Porterhouse Roast of Beef lb. 45c
Newport Roast of Beef lb. 38c
Standing Rib Roast of Beef lb. 30c
Beef Tenderloins lb. 65c
Chuck Roast of Beef lb. 18c
Lobe Roast of Beef lb. 22c
Cross Rib Roast lb. 22c
Three-Cornered Roast lb. 25c
Short Ribs of Beef lb. 12½c
Old Dutch Rolled Roast lb. 12½c
Beef Livers lb. 12½c

Finest Spring Lamb

LEG OF LAMB lb. 32c
SHOULDERS OF LAMB lb. 20c
LAMB CHOPS, LOIN AND RIB lb. 32c
SHOULDER LAMB CHOPS lb. 25c

TENDER CUTS OF CHOICE PORK

Pork Loins, 8 to 10 lbs. lb. 25c
Pork Chops lb. 28c
Small Fresh Picnics lb. 20c
Small Fresh Hams lb. 30c

SMOKED MEATS

Fancy Blue Ridge Bacon, by the strip, lb. 28c
Blue Ridge Bacon, machine sliced, 3 lbs. 90c
Country Style Hams lb. 18c
Country Style Shoulders lb. 16c
Southern Style Bacon lb. 14c
Small Honey Sweet Hams lb. 30c
Small Smoked Picnics lb. 18c
Todd's Smithfield Hams lb. 50c

FRUITS and VEGETABLES

Finest Jersey Potatoes, Peck U. S. No. 1 Grade, All Sound and Mealy 52c

Fancy Elberta Freestone Peaches Bushel, \$4.50. 4-qt. basket, 59c. 2-qt. basket, 35c.

Jamaica Bananas Dozen 23c

Hard Head Lettuce 2 Heads 25c

No. 1 Grade Yellow Sweet Potatoes Peck, 75c

Fancy Malaga Grapes, lb. 10c
—An exceptionally attractive special.

FISH and POULTRY

Choicest Selected Oysters Quart 55c
Extra Standard Oysters Quart 45c
Choice King Salmon lb. 25c
Jumbo Squab Each 52c
Dressed Broilers Each 52c
Stew and Salad Fowl lb. 30c
Large Fryers lb. 48c
Small Roasting Fowl lb. 45c

Mrs. Kidd's Famous Pin-Money Pickles
"Made in Richmond"
We sell these quality pickles in bulk at our Delicatessen Department and in bottles at the Self-Serve Grocery. Pin Money Pickles are renowned all over America for their excellence.
Many Varieties—One Quality—the Best.

PRINCINE BAKING POWDER

"Made in Richmond"

This pure Baking Powder is highly approved by thousands of housewives and leading domestic science teachers. It has a great sale in our market.

5-lb. can ... \$1.15 | 2½-lb. can ... 63c
1-lb. can ... 27c | ½-lb. can ... 15c
11-oz. can, 17c

Take the uncertainty out of your baking—"Always use PRINCINE."



KINGAN & Co.

"Reliable" Brand

HAMS and BACON

Try Kingan's Famous Sliced Bacon
In One-Pound Sealed Cartons.



An Oleomargarine Prepared for Table Use—



ALCO

—A Pure Vegetable Product

32c lb.

ALCO is a Nut Margarine which we highly recommend. We want you to come in and taste it during Anniversary Week.

Made in Old Virginia



Where the Finest Peanuts Grow

PECONUT CRISP

Peconut Crisp is sold in sanitary containers, wrapped in wax paper and enclosed in cardboard cartons. Treat the kiddies to this healthful, nutritious confection.

5c



"GOOD TO THE LAST DROP"



Seventh and Franklin

"The Marketing Center of Richmond"

SAUER'S

Vanilla Pineapple
Lemon Cherry
Orange Fruit Blend
Raspberry Cinnamon
Peppermint Almond
Peppermint Mace
Wintergreen Clove
Almond Anise
Banana Onion
Apricot Pistachio
Sage



Old Virginia Fruit Punch

MORRIS' Supreme Food Products



Baked Ham
Summer Sausage
Cooked Bratens
Pickled Pig's Feet
Supreme Minced Meat
Marigold Oleomargarine

MORRIS & COMPANY

More Necessary Than Soap for Sanitary Cleansing

"PREVENTOL"

—the effective Insecticide, Germicide, Deodorant and Cleanser, is essential in all well-kept homes. It maintains or regains perfect cleanliness. Not only in the Spring and Summer, but in the Fall and Winter "PREVENTOL" has work to do. It will keep your porcelains in the kitchen and bath clean—sanitarily clean! It quickly disperses the ill odors of the garbage pail. It kills moths, and moths, in this climate, breed the year round. Let our demonstrator show you what "PREVENTOL" is and what it does.

